

point notification means for notifying the customer of the point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification,

wherein the point [notification] issue means [notifies the customer of the customer's point information before the customer carries out transactions] comprises rate management means for changing a point calculation rate according to each of the more than two events.

2. (TWICE AMENDED) [A] The point management system according to claim 1, [employing a computer comprising a customer terminal, for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification,] wherein the point notification means notifies the customer of the point information as primary data through the customer terminal as soon as the customer terminal is turned ON.

3. (TWICE AMENDED) The [A] point management system according to claim 1, [employing a computer comprising a store terminal, for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification,] wherein the point notification means notifies the customer identified by the customer identification means of the point information as primary data through the store terminal[, and prior to the transactions].

11. (TWICE AMENDED) [A] The point management system according to claim 1 [employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification], wherein the point notification means notifies the customer of the point information by one of images, voice, and both[, and prior to the transactions].

54. (ONCE AMENDED) A point management system employing a computer for managing points issues to each customer who receives service according to issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulating means for calculating and accumulating the issued points for more than two events;

point storing means for storing point information comprising the issued points for each customer identification;

point notification means for notifying the customer of the point information; and

customer identification means for identifying the customer according the customer identification,

wherein the point notification means notifies the customer of the point information before the customer carries out transactions and wherein the point issue means comprises rate management means for changing a point calculation rate according to each of the more than two events.

56. (ONCE AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management system comprising:

means for accumulating points issued to each, respective customer for more than two events;

rate management means for changing a point calculation rate according to each of the more than two events; and

means for notifying each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

57. (ONCE AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two events;

rate management means for changing a point calculation rate according to each of the more than two events; and

means for notifying on the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

58. (ONCE AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two events;

rate management means for changing a point calculation rate according to each of the more than two events; and

means for notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

59. (ONCE AMENDED) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising and said point management system comprising:

means for accumulating points issued to each, respective customer for more than two events;

rate management means for changing a point calculation rate according to each of the more than two events; and

means for notifying each, respective customer of the points issued to each, respective customer by one of images, voice, and both, and prior to transactions performed by the customer.

60. (ONCE AMENDED) A point management method of a computer and managing points issued to each customer, each customer

receiving service according to the issued points, said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two events;

changing a point calculation rate according to each of the more than two events; and

notifying, by the computer, each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

61. (ONCE AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two events;

changing a point calculation rate according to each of the more than two events; and

notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

62. (ONCE AMENDED) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer for more than two events;

changing a point calculation rate according to each of the more than two events; and